
MELINA BUCHER

BREAKING BOARDROOM BIASES IN STYLE – MELINA BUCHER UNVEILS "MONEY MOVES" COLLECTION IN A BOLD CAMPAIGN CHALLENGING THE STATUS QUO

Author: Elena Wacker, 15.02.2024

January 2024 – At a time when only 2% of venture capital funding goes to female-founded startups¹ and women hold only 28% of managerial positions globally², it is time to take a stand. Aligning with the brand's ethos of breaking barriers, the new "Money Moves" collection, a line dedicated to sophisticated money accessories like wallets and laptop bags, is spotlighting the biases – in the most ludicrous way.

Turning the Tables on Traditional Roles

Something in these pictures just feels a bit odd. That's exactly the feeling the new MELINA BUCHER campaign, set against the backdrop of a 90s inspired office setting, provokes. It serves to highlight the persistent inequalities faced by women in professional environments. *"This campaign idea resonated immediately",* says Melina Bucher. *"Every woman we pitched the idea to immediately started sharing her personal stories. So we knew we were up to something."*



¹ Boston Consulting Group and MassChallenge, "Why Women -Owned Startups Are a Better Bet", 2018.

² Catalyst, "Women in Management: Quick Take", 2020; Fortune, "Fortune 500" list, 2020.

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The "Money Moves" Collection: Empowerment in Every Stitch

The "Money Moves" collection is meticulously crafted from 100% biobased MIRUM® vegan leather, a game-changing plastic-free material requiring approx. 90% less CO2 emissions than animal leather. Meticulously carved geometric lines and handstitched details capture MELINA BUCHER's commitment to precision craftsmanship. Each piece is a blend of elegance, functionality, and a statement of empowerment. The collection is designed for individuals who lead with purpose and are conscious of the impact of their choices.

Redefining Sustainable Luxury

Founded on principles of sustainability and ethical responsibility, MELINA BUCHER is an award-winning pioneer known for combining next generation biobased materials and traditional craftsmanship. The new "Money Moves" collection is handcrafted in MELINA BUCHER's own manufactory in Germany. Led by an all-women team of experienced designers and craftsmen, each piece is made-to-order with an unwavering commitment to quality and environmental stewardship.



Closing the Gap

With women entrepreneurs facing significant barriers in funding and to advancement in the workplace, MELINA BUCHER's campaign resonates deeply. Despite women-led ventures outperforming their male counterparts and earning more than twice as much per dollar invested³, they still face significant barriers. *"And female leaders are at the forefront of integrating environmentally friendly policies and practices in their businesses,"* adds Melina

³ Boston Consulting Group and MassChallenge, "Why Women -Owned Startups Are a Better Bet", 2018.

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Bucher. *"Our collection and campaign reflect this commitment to not only excel in business but to do so with sustainability and ethical responsibility at the core."*

